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Starfish Announces Device Management Support

Leader in Managed Mobility™ Solutions for Wireless to add SyncML DM to its Data Mobility Infrastructure

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Leader in Managed Mobility™ Solutions for Wireless to add SyncML DM to its Data Mobility Infrastructure

Scotts Valley, Calif., January 25, 2002 -- Today, Starfish Software, leading provider of end-to-end Managed Mobility™ solutions for the wireless Internet, announced it will support the new SyncML Device Management (SyncML DM) specification within its end-to-end data mobility infrastructure. The SyncML DM protocol will be an open, universal industry standard for remote device management of networked devices.

"As an emerging technology, wireless device management already has the attention of the industry. Carriers need an economical way to remotely add and adjust services to the phones on their networks. SyncML DM gives them a common interface to access a whole range of configurable parameters," said Tom O'Brien, Starfish Software vice president of strategic development. "Device manufacturers are pushing for DM solutions to allow them to remotely and securely update device firmware, while differentiating themselves with OTA delivery of wireless applications. Device management facilitates those objectives for device manufacturers and wireless carriers."

Starfish delivers industry-leading SyncML compliant data synchronization solutions to device manufacturers, wireless carriers and OEM customers via its TrueSync platform. Starfish will demonstrate its support for the new SyncML DM specification at the 2002 SyncML Congress in Amsterdam later this month.

"The SyncML Initiative is pleased to have companies like Starfish adopt the SyncML DM specification," said Douglas Heintzman, chairman of the SyncML Initiative. "Widespread adoption of the SyncML DM open standard will drive significant ROI gains for wireless carriers and device manufacturers."

According to a recent study by Allied Business Intelligence, there will be more than 1.7 billion wireless subscribers worldwide by the end of 2006. Device management technology gives wireless carriers and device manufacturers a cost-effective means to configure wireless devices, evaluate service performance in real-time, and to remotely deliver new software after wireless devices have been deployed.

About Starfish

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Founded in 1994, Starfish (www.starfish.com) is a global leader in providing TrueSync® and Simplify® Managed Mobility™ solutions for wireless carriers, device manufacturers and OEMs. A founding sponsor of The SyncML Initiative, Starfish is a wholly owned independent subsidiary of Motorola (NYSE: MOT).

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[January 29, 2002]

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Starfish Announces Device Management Support; Leader in Mobility Management Solutions for Wireless to Add SyncML DM to Its Data Mobility Infrastructure

Business Wire, Jan 25, 2002**[New]** Save a personal copy of this article and quickly find it again with Furl.net. **Get started now.** (It's free.)

Business Editors/High-Tech Writers

SCOTTS VALLEY, Calif.--(BUSINESS WIRE)--Jan. 25, 2002

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According to eTForecasts, a leading market research consulting company for the computer and IT industries, the worldwide market for communications

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(NYSE:MOT).


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